TRANSMITTAL FORM (Pbesed for all correspondence after initial filing)		Application Number		09/852,229			
		Filing Date		May 8, 2001			
		First Named Inventor		Cristofalo, et al.			
V 4g		Group Art Unit		· 2623			
JAN 0 8 2007		Examiner Name		Tran, Hai V.			
Total Number of ages in This Submission		Attorney Docket Number	•	043978-073000			
ENCLOSURES (check all that apply)							
Fee Transmittal Form Fee Attached Amendment Under 37 C.F.R. 1.111 After Final Affidavits/declaration(s) Extension of Time Request Express Abandonment Request Information Disclosure Statement Certified Copy of Priority Document(s) Response to Missing Parts/ Incomplete Application Response to Missing Parts	Drawing(Declaration Licensing Petition Petition to Application Power of Change of Terminal Request for the Application Power of Change of Terminal Request for the Application Power of Change of Terminal Request for the Application Power of Change of Terminal Power of C	on and Power of Attorney g-related Papers o Convert to a Provisional on Attorney, Revocation of Correspondence Address Disclaimer for Refund ther of CD(s) The Commissioner is	ayme	After Allowance Communication to Group Appeal Communication to Board of Appeals and Interferences Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) Proprietary Information Status Letter Application Data Sheet Request for Corrected Filing Receipt with Enclosures A self-addressed prepaid postcard for acknowledging receipt			
under 37 CFR 1.52 or 1.53							
Firm or Individual name SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT James W. Drapinski Reg. No. 46,242 Nixon Peabody LLP 401 9 th Street, N.W. Suite 900 Washington, D.C. 20004-2128							
Signature	Signature Jane & Drapush						
Date January	4, 2007		•				
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transmitted by facsimile on the date shown below to the United States Patent and Trademark Office at (703) January 4, 2007							
Date Signature Linda Clinkenbeard							
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JAN 0 8 7007

Docket No.: 043978-073000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re l	Patent Application of:)	
Cristo	falo, et al.)	Group Art Unit: 2623
Serial	No.: 09/852,229)	Examiner: Tran, Hai V.
Filed:	May 8, 2001)	Confirmation No.: 4955
For:	TECHNIQUE FOR OPTIMIZING THE DELIVERY OF ADVERTISEMENTS AND OTHER PROGRAMMING SEGMENTS BY MAKING BANDWIDTH TRADEOFFS)))	Date: January 4, 2007
		,	CERTIFICATE OF MAILING OR TRANSMISSION [37 CFR 1.8(a)]
	enve	ed States lope add inia 2231	nereby certify that this correspondence is being deposited with the Postal Service with sufficient postage for First Class Mail in arressed to: Commissioner for Patents, P.O. Box 1450, Alexandria 3-1450, or being facsimile transmitted to the USPTO on January 4

Name: Linda Clinkenbeard

AMENDMENT UNDER 37 C.F.R. § 1.111

Signature 2

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

The following Amendments and Remarks are made in response to the Office Action mailed October 5, 2006. Reexamination and reconsideration of the application in light of the following Amendments and Remarks are respectfully requested.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 17 of this paper.